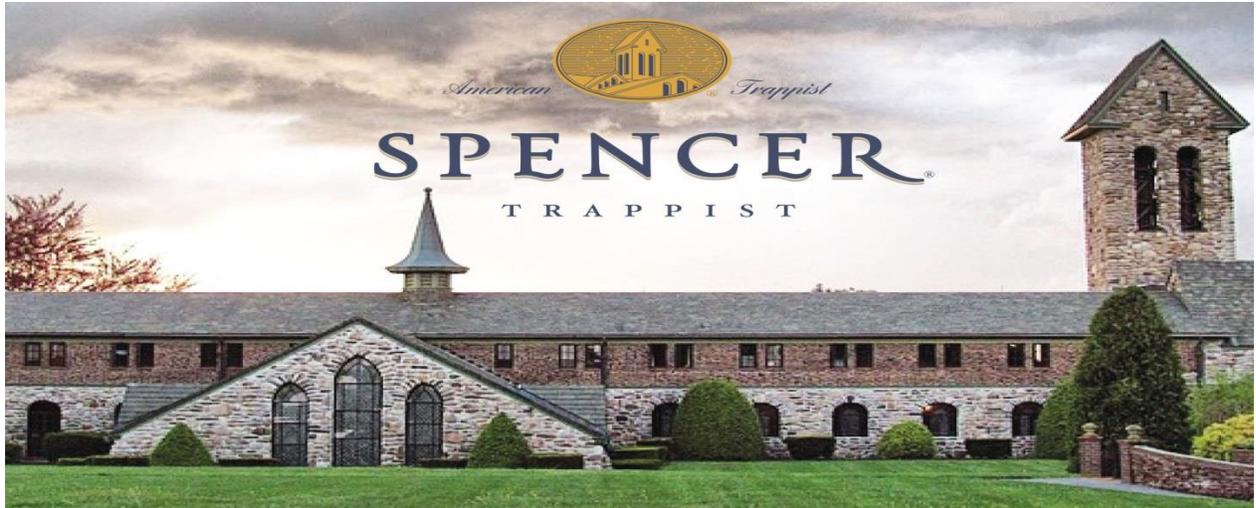


The Spencer Brewery, LLC
Feierabendbier Press Release



FOR IMMEDIATE RELEASE:

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SPENCER, MA May 3RD 2016 The Trappist monks of The Spencer Brewery at St. Joseph's Abbey are delighted to announce the release of their new *feierabendbier* in time for the 2016 summer season. It is the world's first Trappist Pilsner. *Feierabendbier* – pronounced as easily as **"FIRE – AH – BEND – BEER"** – will be available in retail stores, bars, pubs and restaurants in central Massachusetts the week of May 9th.

Straw colored with a dense, creamy white head, Spencer's *feierabendbier* is brewed from pure Pilsen malt, German noble hops and fermented with classic lager yeast. It is a remarkably clean, crisp refreshing liquid.

Feierabendbier – literally translates as the *celebration-after-beer* but more commonly means *the-after-work-beer* or more poetically *the-well-deserved-beer*. Spencer's Pils derives its name from the German tradition of closing the workday together by sharing a light, refreshing beer. Larry Littlehale, our Brewmaster who trained, studied and brewed for decades in Germany before joining the Spencer brewery team, introduced the Spencer monks to the *feierabendbier* tradition as a 'sometimes event' at the brewery and as a simple way to honor the manual labor so fundamental to Trappist monastic life. The brothers for their part wish to honor Larry for contributing so much of himself and the German brewing tradition to our Spencer Brewery by naming this new offering *feierabendbier*.

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By brewing this Trappist Pilsner, the monks of Spencer are acknowledging that upwards of 70% of American beer enthusiasts identify pilsner/lager style beers as their drink of choice. Drawing on our brew master's expertise, we are reaching beyond our Trappist, Belgian repertoire of ales to provide a finely crafted edition of this exceedingly popular beer style.

Available in six packs of 12 oz. bottles ***Feierabendbier***'s suggested retail price is \$11.99; it is also available at pubs and restaurants on draft. It will be distributed by the five members of the Massachusetts Beverage Alliance: Atlas Distributing Inc., Burke Distributing Corp., Colonial Wholesale Beverage Inc., Commercial Distributing Co. and Merrimack Valley Distributing Company. Be sure to ask for it at your local pub, restaurant and retail outlets.

Fr Isaac, director of the Spencer Brewery, noted that "Our first offering, Spencer Trappist Ale, is a Trappist classic brewed by monks for monks to be shared with the larger beer community. This pilsner is a great opportunity for Spencer to stretch beyond our Belgian and craft beer roots in a deliberate effort to reach the mainstream American beer enthusiast community. We are really excited to take this step."

The Spencer Brewery owned and operated by the monks at St. Joseph Abbey in Spencer, MA, is one of eleven Trappist breweries in the world and the only Trappist brewery outside of Europe.

Spencer ***Feierabendbier*** was granted the "Authentic Trappist Product" logo by the International Trappist Association (ITA) on March 23, 2016. This ATP logo certifies that the beer was brewed within the walls of a Trappist monastery and that the monks are directly responsible for the beer production. Revenues are used to support the monastic community and its mission, as well as its charitable outreach.

